



Because the World is Counting on Us.

BUILDING A STRONG STRATEGY

BUILDING A STRONG STRATEGY FOR YOUR ORGANIZATION WITH LIMITED FINANCIAL & CREATIVE RESOURCES

Why is Strategy Work Important?

It is the job of nonprofit leaders to continually consider and question how the work can be more effective and impactful. Can you be smarter? More efficient? Are you true to your mission?

Big Mistakes Nonprofits Make in Strategy Work

- Staff is driven for rubber stamp approval by board
- The strategy is not owned by the key ambassadors
- Too much focus on the weeds
- Hyper-focus on revenue growth over impact

A Recipe to Develop a Strong Strategy

- Can be used for targeted strategic knots or large scale multi-year planning
- Low or no cost
- A board staff process that builds enthusiasm and ownership of the process and its outcome
- Adaptable
- Inquiry based

The Elements of the Recipe

1. Building Your Working Group

- Board, staff and other outside folks who bring unique skills
- Clear expectations
- Make the assignment feel special!

4. The Work of the Working Group

- Can be anecdotal, member surveys, focus groups, analyses of job descriptions. Add your own thinking.

5. Putting it All Together

- Bring the working group back together to:
 - Synthesize the findings
 - Put a stake in the ground about 2-3 options
 - Design a presentation and discussion for the board meeting

6. The Board Meeting

- Presentation by the working group
- Open discussion to discuss the possible options
- Vote?

Five Tips to Building a Successful Strategy

1. Ambitious but achievable
2. Owned by all key stakeholders
3. Easy to Communicate
4. Goals are clear, measurable and at the right altitude
5. Marketable and compelling for fundraising
6. Inspirational
